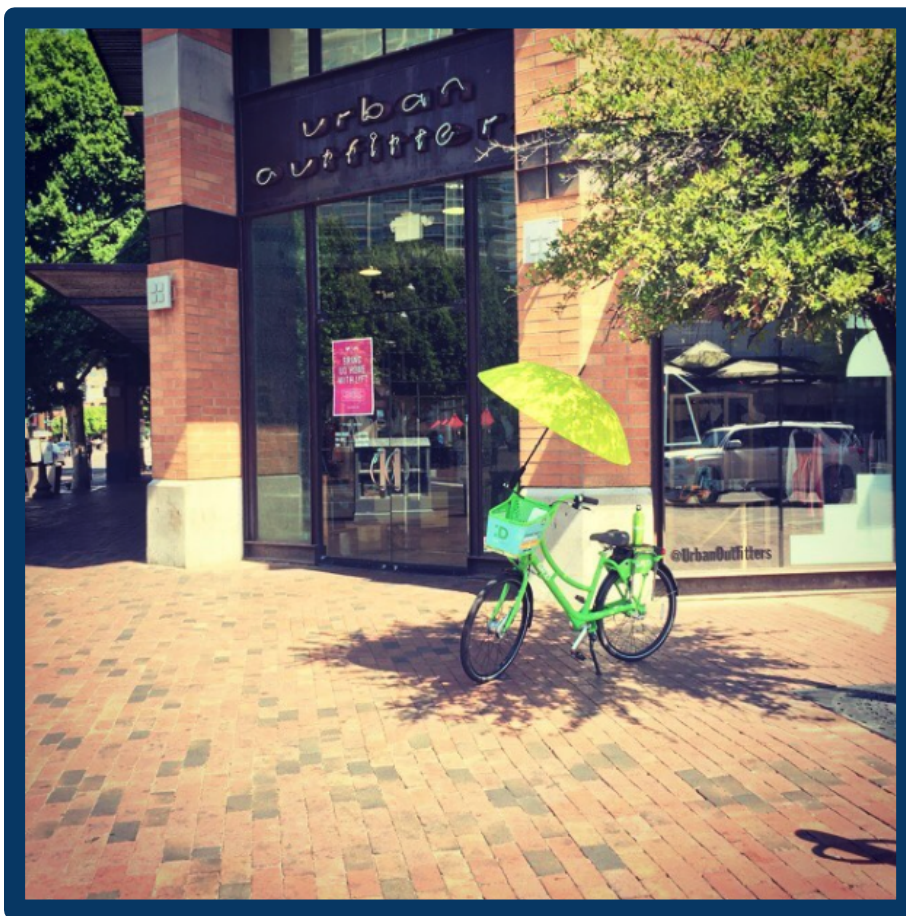




BIKE SHARE

## September 1 - September 30 2017 Report Tempe



GRID Bike Share is Operated By:



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# SYSTEM SNAPSHOT

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	106	30
Active Virtual Stations	0	0
Active Bikes (averaged over the month)	905	N/A
<b>Trips</b>		
Total Trips	7,503	3,600
Trips Per Day (average)	250	120
Utilization Rate (trips per bike per day)	.28	.4
<b>Active Members</b>		
Total Membership	17,049	N/A
Monthly/Yearly Plans	817	N/A
Pay-As-You-Go & 7 Day Plan	15,843	N/A
<b>Revenue</b>		
Total Revenue	\$17,822	\$5,366.73
<b>Maintenance/Customer Service Activity</b>		
Total CS Cases Created	148	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

# Membership

## New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	55	298
Monthly	56	265
Annual	0	201
Other	16	53
Pay As You Go	691	15,843
7 Day Pass	105	389
TOTAL	923	17,049

# Trips

## Cumulative Trips Per Day of the Week September 2017 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
512	500	551	520	569	553	395

## Trip Initiation Method (Tempe Only)

Table 4

Mobile	200
Keypad (manually entered)	3,368
Keypad RFID Card	19
Website	9

Table 5

	Sept. (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	7,503	47,104	3,600	10,750
Total Miles Ridden	11,341 mi	79,265 mi	5,686 mi	19,959 mi
Avg Trip Distance	1.9 mi	1.4 mi	2 mi	2.1 mi
Avg Trip Time	24 min	26 min	21 min	25 min
Avg Weekday Trips	252	169	126	63.5
Avg Weekend Day Trips	439	370	105	51.4
Holds	338	2,787	N/A	N/A
Ended out of Hub	543	3,929	288	958
Ended out of System Area	12	92	9	31

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

### Trip Stats by Member Type (Full System)

Table 6

Member Type	Sept. Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,548	34%	19,588	42%
7 Day Pass	1,108	15%	7,657	16%
Annual	466	6%	3,794	8%
Monthly	2,866	38%	11,350	24%
Student	155	2%	1,254	3%
Other	360	5%	3,461	7%
<b>TOTAL</b>	<b>7,503</b>		<b>47,104</b>	

### Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	Sept. Trips	%	Trips YTD	% YTD
Pay-As-You-Go	1,101	30.58%	2,733	38.22%
Monthly	383	10.64%	913	12.77%
Annual	40	1.11%	78	1.09%
Student	1,867	51.86%	2,581	36.10%
Other	18	0.50%	101	1.41%
7 Day Pass	191	5.31%	744	10.41%
<b>TOTAL</b>	<b>3,600</b>		<b>7,150</b>	

Saturday, September 23rd was the highest day for regional ridership with a total of 417 trips taken. For trips originating in the Tempe service area, Saturday, September 21st was the top day for ridership with 156 trips taken.

# Station Performance

## Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T 14 College Ave / University Dr	573	P174 Washington St / 2nd St	5
T16 Apache Blvd / Rural Rd	548	M104 Macdonald / 1st St (Museum of Natural History)	5
T20 Tempe Center for the Arts	518	M107 Main St / Sycamore	4
T27 McAllister Ave / Apache Blvd	506	T23 Escalante Center	4
T17 Tempe Beach Park	475	M120 8th St. and Mesa Dr. (Porter Park)	4
P127 Central Ave / Roosevelt St	465	M103 Centennial Way / 1st St (Library)	3
P120 Central Ave / Taylor St (Sponsored by SRP)	418	M109 Main St / Horne	3
T03 Rural Rd / University Dr	415	P151 3131 S. Central Ave (Audubon Center)	2
T26 McAllister Ave / Terrace Rd	411	M105 Robson / 1st St (i.d.e.a. Museum)	2
P106: 1st St / Washington St (Sponsored by SRP)	410	M111 Broadway / Olive	1

## Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T14 College Ave / University Dr	15	294	279	573	0	1.58
T16 Apache Blvd / Rural Rd	15	289	259	548	0	0
T20 Tempe Center for the Arts	10	262	256	518	0	14.7
T27 McAllister Ave / Apache Blvd	25	264	242	506	0	0
T17 Tempe Beach Park	25	236	239	475	0	0
T03 Rural Rd / University Dr	11	218	197	415	0	12.65
T26 McAllister Ave / Terrace Rd	25	214	197	411	0	1.95
T04 Apache Blvd / Dorsey Ln	10	191	187	378	0	6.88
T13 College Ave / Apache Blvd	15	178	183	361	0	0.95
T15 8th St / Dorsey Ln	10	171	173	344	0.19	10.71
T31 6th St / Mill Ave	15	161	133	294	0	2.62
T29 Tempe Town Lake Marina	9	126	124	250	0	2.92
T11 University Dr / Mill Ave	20	135	112	247	0	6.99
T05 McClintock Dr / Apache Blvd	15	106	96	202	0	0
T28 Rio Salado Pkwy / Mill Ave	15	89	101	190	0	0
T01 5th St / Forest Ave	25	93	86	179	0	3.21
T02 3rd St / Mill Ave	9	89	66	155	0	11.05
T25 Veterans Way / University Dr	25	77	57	134	0	12.93
T18 Neil Giuliano Park	15	52	61	113	0	0
T24 Westside Center	10	51	50	101	0	0
T19 Kiwanis Park	15	47	49	96	0	0
T08 Apache Blvd / Price Rd	10	43	49	92	0	0
T10 Washington St / Priest Dr	10	12	27	39	2.73	0
T06 McClintock Dr / Rio Salado Pkwy	10	13	13	26	5.97	0
T12 Rural Rd / Southern Ave	10	13	11	24	0	0
T30 Evelyn Hallman Park	8	11	13	24	0	0
T22 Baseline Rd / Priest Dr	10	9	8	17	0	0
T09 Washington St / Center Pkwy	9	6	7	13	0	0
T07 Smith-Martin / Apache Blvd	10	5	4	9	0	0
T23 Escalante Center	10	1	3	4	0	0

## Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	453,650	3,187,080	234,720	798,360
Carbon Offset	10,000.9 lbs	70,115.76 lbs	5,003.7 lbs	17,563.9 lbs

\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO<sub>2</sub> per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

## Maintenance & Rebalancing Operations

### System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	905	N/A
Bikes inspected in field	3,401	2,335
Bicycles repaired	163	53
Average bike repair time	24-48 hrs	24-48 hrs
Bikes lost or stolen	2	0
Graffiti Cleaned	3	1

This month there was a spike in vandalism on the bike controllers with parts being pulled off and batteries stolen. In Tempe, 13 cases of rear controller vandalism were recorded in September. The situation is being monitored closely.

### Out of Station Lock-Ups in Tempe

Of the 3,600 trips started in the Tempe system area in September, 288 were ended outside of a station. Some of the top out-of-station lock up areas in September were scattered across the ASU campus, 5th St & Mill Ave., University House apartment building, Ash Ave & 9th St, Cornerstone Shopping Center and the Safeway market complex at Rural Rd and East Broadway Rd.



**Reported Repairs/Issues (Full System)****Table 12**

	Type of Issue	Sep.	YTD
1	Other	64	518
2	Seat	9	64
3	Shifting/Pedaling	35	253
4	Lock	8	74
5	Keypad	16	86
6	Brakes	7	53
7	Flat Tire	24	283
8	Lighting	6	26
9	Frame	4	46

Compared to the previous month there was a .96% decrease in repairs/issues reported by users via the bikes on-board keypad. In September, 2.31% of all trips resulted in a user submitted repair request.

## Customer Service Reporting

The top customer service contact category in September was Member Inquiries.

**Table 13**

Reason For Contact	September Created Cases (Full System)	YTD
Member Inquiries	33	210
Billing	23	220
Account Management	11	130
Bike Issue	14	139
Charges	13	94
General Education	13	145
Operations	26	115
Sign Up	5	53
Hub Request	2	29
Partnerships	8	61
New Program Request	0	6
Total CS Cases Created	148	1,202

## Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	67 seconds
Avg duration of call	5 min 5 Sec

## Service Levels

## Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

## Financial Summary

In September, the average revenue for the full system was \$18.79 per bike and \$2.27 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$7,022.00	94%	N/A (data only available for full system)
Ride Fees	\$0.00	0%	\$5,121.73
Out of Hub Fees	\$1,054.00	14%	\$558.00 (Combined Fees)
Out of System Area Fees	\$0.00	0%	N/A
Rider Bonuses Given	-\$615.00	-8%	-\$313.00
<b>TOTAL</b>	<b>\$7,461</b>		<b>\$5,366.73</b>

\*Data has not been audited and is only to be used as an approximation of Gross Revenue

# Weather

(Source: [www.wunderground.com](http://www.wunderground.com))

Table 17

Sept.	Trips	Temp. (°F)			Precip. (in)	Events
	Full System	high	low	avg	sum	
<a href="#">1</a>	234	110	85	98	0	
<a href="#">2</a>	161	102	84	93	0	
<a href="#">3</a>	168	103	83	93	0	
<a href="#">4</a>	174	104	82	93	0	
<a href="#">5</a>	231	108	85	97	0	
<a href="#">6</a>	234	109	86	98	0	
<a href="#">7</a>	202	105	85	95	T	Rain , Thunderstorm
<a href="#">8</a>	193	98	81	90	0	
<a href="#">9</a>	274	97	80	89	0	
<a href="#">10</a>	156	105	80	93	0	
<a href="#">11</a>	233	108	88	98	0	
<a href="#">12</a>	264	110	86	98	0	
<a href="#">13</a>	256	108	86	97	0	
<a href="#">14</a>	236	101	85	93	0	
<a href="#">15</a>	240	98	77	88	0	
<a href="#">16</a>	277	97	74	86	0	
<a href="#">17</a>	220	98	77	88	0	
<a href="#">18</a>	251	99	72	86	0	
<a href="#">19</a>	261	100	71	86	0	
<a href="#">20</a>	299	99	72	86	0	
<a href="#">21</a>	298	98	72	85	0	
<a href="#">22</a>	295	90	73	82	0	
<a href="#">23</a>	417	86	66	76	0	
<a href="#">24</a>	283	86	62	74	0	
<a href="#">25</a>	278	89	62	76	0	
<a href="#">26</a>	294	89	63	76	0	
<a href="#">27</a>	300	92	68	80	0	
<a href="#">28</a>	279	94	67	81	0	
<a href="#">29</a>	255	98	69	84	0	
<a href="#">30</a>	240	98	71	85	0	